

LETTER TO EDITOR

Letter to editor: mental health and neuroscientific impact of the blind box toy consumption

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Writer's challenge

Letters to the editor content allows free expression of opinions to comment on published articles, and it is worthwhile attempting to write a letter, even if it is limited by a highly restrictive prescribed word count (1). Letters are the guideline section to show the author's interest and reinforce the importance of understanding an expert's opinions (2). Moreover, letters to the editor should know how they help in future research for authors and readers to have a better insight into doing research based on the sincere quality of comments (3).

Theoretical significance

In order to discover why consumers have loyalty to buy blind box toys, analyzing and surveying consumers' buying experience is important. Specifically, using prospect theory, cognitive dissonance, and post-purchase rationalization to examine why it will strengthen customer loyalty and keep the blind box crazy alive (4). Blind box culture theory can help researchers explore how the psychological allure drives blind box consumption, which can explain young people's obsession with blind boxes in their daily life (5). Past research has done a good job of studying the psychological mechanism of why people are addicted to involvement in blind boxes. Future suggests adjusting emotions after purchasing a blind box, especially for those fanatic consumers.

Discussion

Blind box toys are popular, but long-term addiction to such products can have negative impacts on mental health problems such as depression, anxiety, and suicide risks. Previous researchers have emphasized that players experience happiness and look forward to the blind box toy they purchase. Unpredictable contents in a blind box trigger dopamine release, and when a dopamine rush can be addictive, it leads individuals to buy more to gain potentially rare or desirable items, resulting in financial losses, buyer's remorse, and immersion in surprise and disappointment for the gambling-like physical products. What feelings are blind box consumers pursuing? Blind box collectables offer a more exciting experience than buying transparently packaged items, and they provide participants with the hedonic value when imagining what could be inside in the pre-opening phase. That is, blind box toys' unknown attributes were quite attractive to consumers. Blind box toys are sold in opaque packaging which allows consumers to possess a sense of mystery, as the emotional value exceeds the utilitarian value, and derive enjoyment and satisfaction from them. From a consumer behavior perspective, being blind is perceived as uncertainty; positive emotions of surprise and feelings of winning are accompanied by curious consumers because they perceive themselves as lucky, estimating outcomes optimistically.

Conflict of interest

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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